

## BLOOD DONATION CAMP

**Dated:** - 05<sup>th</sup> May, 2015

“Blood cannot be washed out with blood”. - *Afghan Proverb*

Voluntary blood donation programmes - recruitment and retention are about people and community, about understanding them, capturing their interest and influencing their behaviour. The main communicating task for both blood donor recruitment and retention should be geared towards getting public understanding about the importance and triggering a response for action. Once a blood donor motivator raises awareness, he or she must motivate and persuade people to donate blood. All over the world, most blood from voluntary blood donors is collected from outdoor camps in rural and urban areas. A Blood Donation Camp was organized by the NSS-IIT Mandi in collaboration with Blood bank zonal hospital, Mandi. It was organized with the help of Blood bank, zonal hospital, Mandi.



**Students and staff members are donating blood**

It began at around 10 a.m. and continued up to 2 p.m., with a steady stream of donors throughout. Students, faculty and staff members participated voluntarily in the camp. A5-5, room

was utilized for a thorough medical checkup of potential donors as well as for the donation. Donors were provided with the refreshments. More than 59 volunteers from among the students, faculty and staff members participated voluntarily in the camp. The samples were carefully sealed and transported to the blood bank.



**A view on day of blood donation camp with NSS volunteers**

The camp helped the IIT Mandi community in gaining awareness about the benefits of blood donation. The community came together to participate with great enthusiasm and deepened social awareness among them. We thank IIT Mandi campus community for coming forward for this great cause.